

REMARKS

This Amendment is responsive to the official action dated March 26, 2008. Claims 1-19 were pending in the application. In the official action, claims 1-19 were rejected. In this Amendment, claims 1, 4, and 10-19 have been amended, and claim 9 has been canceled. Claims 1-8 and 10-19 thus remain for consideration.

Applicant submits that claims 1-8 and 10-19 are in condition for allowance and requests reconsideration and withdrawal of the rejections in light of the following remarks.

§102 Rejections

Claims 1-19 were rejected under 35 U.S.C. §102(e) as being anticipated by Holtz et al. (US Patent No. 6,760,916).

Claim 9 has been canceled, thereby rendering its rejection moot.

Applicant respectfully submits that the independent claims (claims 1, 4, and 10-19) are patentable over Holtz.

Applicant's invention as recited in the independent claims is directed toward a transmission apparatus and a reception apparatus. Each of the claims recites that "the style of [a] graphical user interface [is] varied according to a viewing history of [a] first content." Supporting disclosure for the quoted recitation can be found in the specification at, for example, paragraph [0296].

Holtz does not disclose the quoted recitation. In particular, Applicant notes that Holtz's column 39, lines 50-55 discloses displaying data related to a show segment currently being viewed, and does not disclose varying the style of a graphical user interface based on a viewing history. Further, Applicant notes that Holtz's column 50, lines 23-26 discloses transmitting an advertisement based on a viewing history, and does not disclose varying the style of a graphical user

interface based on a viewing history. Accordingly, Applicant believes that claims 1, 4, and 10-19 are patentable over Holtz on at least this basis.

Further, since dependent claims inherit the limitations of their respective base claims, Applicant believes that dependent claims 2, 3, and 5-8 are patentable over Holtz for at least the same reasons as discussed in connection with the independent claims.

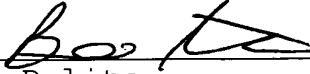
Applicant respectfully submits that all of the claims now pending in the application are in condition for allowance, which action is earnestly solicited. If any issues remain, or if the Examiner has any further suggestions, the Examiner is invited to telephone the undersigned at (908) 654-5000.

The Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 12-1095.

The Examiner's consideration of this matter is gratefully acknowledged.

Dated: July 28, 2008

Respectfully submitted,

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